

### REMARKS

Claims 18-35 are pending. By this Amendment, claims 18, 21-23, 26, 27, 30, 31, and 33-35 are amended, claims 20, 28, and 29 are cancelled, and claims 36 and 37 are added, thereby leaving claims 19, 24, 25, and 32 unchanged.

The specification has been amended to correct a typographical error. Particularly, the notation "S" has been changed to the notation "5" to bring the specification and drawings into conformity.

### Claim Objections

Claims 26 and 33-35 stand objected to because claims 26, 33, and 34 include the phrase "or the like" and claim 35 has insufficient antecedent basis issues relating to "the rigid base" and "the flexible material". Applicant respectfully submits that claims 26 and 33-35 have been amended to overcome these claim objections. Accordingly, withdrawal of these claim objections is respectfully requested.

### Objected to Subject Matter

Claim 35 stands objected to and would be allowable if amended to correct the above referenced objections. Claim 35 has been amended to overcome the objections raised by the Examiner. Accordingly, claim 35 is allowable.

### 35 U.S.C. §102 Rejections

Claims 18-24 and 26-34 stand rejected under 35 U.S.C. §102(b) as being anticipated by U.S. Patent No. 4,946,532 ("Freeman").

Currently amended independent claim 18 recites:

A printing medium to be received in a card printer, the printing medium comprising:  
a card of a fixed size and shape, the card having a front surface and a back surface, the front surface capable of having an image thereon; and  
a sheet of backing material removably adhered to the back surface of the card;  
wherein the card is cut into segments by a cutting process and only the card and not the backing material is cut.

Freeman discloses liners 10 and face stock 32, 50. Each of the liners 10 and face stock 32, 50 include several layers and are formed in a continuous web of material as illustrated in Figs. 3A-3D. The webs of material originate from a roll of material and are fed through a series of steps until ultimately the face stock is cut into a plurality of labels 34 and applied to workpieces. The disclosure of Freeman relates to high speed label processing machines. Such high speed processing relies on the continuous webs of material.

Freeman does not teach or suggest, among other things, a printing medium to be received in a card printer including a card of a fixed size and shape, wherein the card is cut into segments by a cutting process. Rather, Freeman discloses a continuous web of material that is fed through a high speed label processing machine that handles continuous webs of material and creates labels 34 for placement on workpieces. There is no disclosure within Freeman of a printing medium to be received in a card printer and of printing medium including a card of a fixed size and shape. Also, there is no disclosure of cutting a card of a fixed size and shape into segments. Only disclosure of cutting a continuous web of material.

For these and other reasons, Freeman does not teach or suggest the subject matter of independent claim 18. Accordingly, independent claim 18 is allowable. Claims 19, 21-26, 34, and 36 depend from independent claim 18 and are allowable for the same and other reasons.

Currently amended independent claim 27 recites:

A printing medium to be received in a card printer, the printing medium comprising:  
a card of a fixed size and shape, the card having a front surface capable of having printing thereon and a back surface;  
a sheet of backing material removably adhered to the back surface of the card; and  
a rigid base adhered to the backing material;  
wherein the card is cut into segments by a cutting process, the backing material and the rigid base not being cut by the cutting process.

Freeman does not teach or suggest, among other things, a printing medium to be received in a card printer and including a card of a fixed size and shape, wherein the card is cut into segments by a cutting process. Rather, Freeman discloses a continuous web of material that is fed through a high speed label processing machine that handles continuous webs of material and creates labels 34 for placement on workpieces. There is no disclosure within Freeman of a printing medium to be received in a card printer and of printing medium including a card of a

fixed size and shape. Also, there is no disclosure of cutting a card of a fixed size and shape into segments. Only disclosure of cutting a continuous web of material.

For these and other reasons, Freeman does not teach or suggest the subject matter of independent claim 27. Accordingly, independent claim 27 is allowable. Claims 30-34 and 37 depend from independent claim 27 and are allowable for the same and other reasons.

### 35 U.S.C. §103(a) Rejections

Claim 25 stands rejected under 35 U.S.C. §103(a) as being unpatentable over Freeman alone and unpatentable over U.S. Patent No. 6,461,707 ("Scholz et al.") alone.

Claim 25 depends from independent claim 18 and, as discussed above, is allowable for the same and other reasons as independent claim 18. Accordingly, this 35 U.S.C. §103(a) rejection is not addressed in depth at this time because it is moot in view of the allowability of independent claim 18.

Briefly, the subject matter of claim 25 itself is allowable over the cited references. Particularly, as indicated by the Examiner, neither Freeman nor Scholz et al. disclose the subject matter of claim 25. By this indication, the Examiner has not established a prima facie case of obviousness against claim 25 with either Freeman or Scholz et al. alone. Specifically, the prior art reference (or references when combined) must teach or suggest all of the claim limitations. In re Royka, 490 F.2d 981, 985, 180 U.S.P.Q. 580, 583 (CCPA 1974); MPEP §§706.02(j), 2143.03. The Examiner concedes that neither Freeman nor Scholz et al. discloses slots or holes. In addition, the mere fact that the prior art structure could be modified does not make such a modification obvious unless the prior art suggests the desirability of doing so. In re Gordon, 733 F.2d 900, 902, 221 U.S.P.Q. 1125, 1127 (Fed. Cir. 1984); In re Mills, 916 F.2d 680, 682, 16 U.S.P.Q.2d 1430, 1432 (Fed. Cir. 1990); MPEP §2143.01. Neither Freeman nor Scholz et al. suggest such a modification. Further, deficiencies of references cannot be saved by appeals to "common sense" and "basic knowledge" without any evidentiary support. In re Zurko, 258 F.3d 1379, 59 U.S.P.Q.2d 1693 (Fed. Cir. 2001).

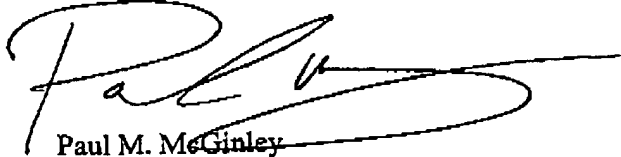
For these and other reasons, neither Freeman nor Scholz et al. disclose the subject matter of claim 25. Accordingly, claim 25 is allowable.

**CONCLUSION**

In view of the foregoing, entry of the present Amendment and allowance of Claims 18, 19, 21-27, and 30-37 are respectfully requested.

The undersigned is available for telephone consultation during normal business hours.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Paul M. McGinley", with a long horizontal flourish extending to the right.

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